



*To enrich lives through effective and caring service*

## AGENDA

### MARINA DEL REY DESIGN CONTROL BOARD

**Thursday, January 17, 2008, 2:00 p.m.**

**Burton W. Chace Park Community Building  
13650 Mindanao Way ~ Marina del Rey, CA 90292**

#### Design Control Board Members

Susan Cloke – Chair	- First District
Peter Phinney, AIA – Vice Chair	- Fourth District
David Abelar – Member	- Second District
Tony Wong, P.E. – Member	- Fifth District
Vacant	- Third District

**1. Call to Order, Action on Absences, Pledge of Allegiance and Order of Agenda**

*The Chair advises all attendees that due to time considerations, the Board may be unable to hear all the items placed on the agenda for this meeting.*

**2. Approval of Minutes**

August 30, 2007 and September 20, 2007

**3. Design Control Board Reviews**

A. Parcel 95 – Marina West – DCB #07-013

Approval of the record of the DCB Sept. 30, 2007 action for conditional approval of signage for Lennar Urban

B. Parcel 76 – Marina Towers – DCB #07-011-B

Approval of the record of the DCB Dec. 13, 2007 action for conditional approval of exterior modifications

C. Parcel 50 – Waterside Marina del Rey – DCB #07-014-B

Approval of the record of the DCB Dec. 13, 2007 action for approval of signage for The Counter

D. Parcel 8 – Bay Club Apartments & Marina – DCB #07-016-B

Approval of the record of the DCB Dec. 13, 2007 action for repainting of Bay Club Marina

E. Parcel 102 – Archstone Marina del Rey – DCB #07-009-B

Approval of the record of the DCB Dec. 13, 2007 action for approval of storage facility renovations

**4. Old Business**

None

**5. New Business**

A. Parcel 75 – Marina Professional Building – DCB #07-018

Consideration of signage program for facility



**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

- WITHDRAWN**
- B. Parcel 141 – Marina del Rey – DCB #07-019  
Consideration of wall signage and parking lot bollards
  - C. Parcel 50 – Waterside Marina del Rey – DCB #07-020  
Consideration of permanent signage for Calidora Skin Care
  - D. Parcel 49M – Marina del Rey Convention & Visitors Bureau – DCB #07-021  
Consideration of repainting and landscaping of the MdR Visitor Center
  - E. Parcel 140 – Admiralty Apartments – DCB #07-022  
Consideration of building identification signs for Admiralty Apartments
  - F. Parcel 28 – Mariners Bay – DCB #07-023  
Consideration of repainting of apartment complex
  - G. Parcels 18 and 20 – St. Tropez, Monte Carlo & Capri Apartments – DCB #08-001  
Consideration of permanent signage for apartment buildings
  - H. Parcel 50 – Waterside Marina del Rey – DCB #08-002  
Consideration of permanent signage for sugarFISH by sushi Nozawa

## 6. Staff Reports

- A. Temporary Permits Issued by Department
- B. Ongoing Activities Report
  - Board of Supervisors Actions on Items Relating to Marina del Rey
  - Local Coastal Program Periodic Review Update
  - Small Craft Harbor Commission Minutes
  - Marina Design Guidelines Update
  - Redevelopment Project Status Report
  - Marina del Rey and Beach Special Events
- C. Meeting Schedule for 2008
- D. Marina del Rey Signage – Hours of Illumination

## 7. Comments From The Public

Public comment within the purview of this Board (three minute time limit per speaker)

## 8. Adjournment

**ADA ACCOMMODATIONS:** If you require reasonable accommodations or auxiliary aids and services such as material in alternate format or a sign language interpreter, please contact the ADA (Americans with Disability Act) Coordinator at (310) 827-0816 (Voice) or (310) 821-1734 (TDD), with at least three business days' notice.

**Project Materials:** All materials provided to the Design Control Board Members are available (beginning the Saturday prior to the meeting) for public review at the following Marina del Rey locations: Marina del Rey Library, 4533 Admiralty Way, 310-821-3415; Department of Beaches and Harbors Administration Building, 13837 Fiji Way, 310-305-9503; MdR Visitors & Information Center, 4701 Admiralty Way, 310-305-9546; and Burton Chace Park Community Room, 13650 Mindanao Way, 310-305-9595.

**Please Note:** The Los Angeles County Board of Supervisors adopted Chapter 2.160 of the Los Angeles County Code (Ord. 93-0031 §2(part), 1993) relating to lobbyists. Any person who seeks support or endorsement from the Design Control Board on any official action must certify that they are familiar with the requirements of this ordinance. A copy of this ordinance can be provided prior to the meeting and certification is to be made before or at the meeting.

**Departmental Information:** <http://beaches.co.la.ca.us> or <http://labeaches.info>



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**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

January 10, 2008

TO: Design Control Board

FROM: Stan Wisniewski, Director *SW*

SUBJECT: **AGENDA ITEM 3 – DESIGN CONTROL BOARD REVIEWS:  
DCB REVIEW #07-013, #07-011-B, #07-014-B, #07-016-B and #07-009-B**

The Design Control Board's actions from September 20 and December 13, 2007 are attached:

- A. Parcel 95 – Marina West – DCB #07-013
- B. Parcel 76 – Marina Towers – DCB #07-011-B
- C. Parcel 50 – Waterside Marina del Rey – DCB #07-014-B
- D. Parcel 8 – Bay Club Apartments & Marina – DCB #07-016-B
- E. Parcel 102 – Archstone Marina del Rey – DCB #07-009-B

SW:CM:CS  
Attachments (5)

**DRAFT**

**DESIGN CONTROL BOARD REVIEW  
DCB #07-013**

**PARCEL NAME:** Marina West Shopping Center

**PARCEL NUMBER:** 95

**REQUEST:** Consideration of permanent signage for Lennar Urban

**ACTION:** Approved, per the submitted plans on file with the Department.

**CONDITION:** Lighting to be only until 11:00 pm.

**MEETING DATE:** September 20, 2007

# DRAFT

## DESIGN CONTROL BOARD REVIEW DCB #07-011-B

**PARCEL NAME:** Marina Towers

**PARCEL NUMBER:** 76

**REQUEST:** Further consideration of exterior renovations.

**ACTION:** Approved (*original* submittal designs), per the submitted plans on file with the Department.

**CONDITIONS:**

- 1) Applicant to limit up-lighting to every other palm tree; and
- 2) Applicant to use clear aluminum finish on parking building entry screen.

**MEETING DATE:** December 13, 2007

**DRAFT**

**DESIGN CONTROL BOARD REVIEW  
DCB #07-014-B**

**PARCEL NAME:** Waterside Marina

**PARCEL NUMBER:** 50

**REQUEST:** Further consideration of signage for The Counter

**ACTION:** Approved, per the submitted plans on file with the Department.

**CONDITION:** None

**MEETING DATE:** December 13, 2007

**DRAFT**

**DESIGN CONTROL BOARD REVIEW  
DCB #07-016-B**

**PARCEL NAME:** Bay Club Apartments & Marina

**PARCEL NUMBER:** 8

**REQUEST:** Consideration of repainting

**ACTION:** Approved, per the submitted plans on file with the Department.

**CONDITION:** None

**MEETING DATE:** December 13, 2007

**DRAFT**

**DESIGN CONTROL BOARD REVIEW  
DCB #07-009-B**

**PARCEL NAME:** Archstone Marina del Rey

**PARCEL NUMBER:** 102

**REQUEST:** Further consideration of storage area renovations.

**ACTION:** Approved, per the submitted plans on file with the Department.

**CONDITION:** None

**MEETING DATE:** December 13, 2007



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**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

January 10, 2008

TO: Design Control Board

FROM: Stan Wisniewski, Director

SUBJECT: **AGENDA ITEM 5A – PARCEL 75 – MARINA PROFESSIONAL BUILDING – DCB #07-018**

Item 5A on your agenda is a sign program for the Marina Professional Building, at 4560 Admiralty Way. The application before your Board includes renovations to existing building façade signs, a freestanding identification pole sign and replacement directional post signs. The application is also for approval of existing tenant identification temporary banners.

Sign Program

Applicant has provided a sign program covering all signage on the leasehold. It is intended to provide sign consistency and correctly communicate the identification of the building and its current tenants to the surrounding community. The sign specifications have been designed to reduce the size of all signs and to make the font visually less dominating.

All signs will remain non-illuminated and modifications, as provided in the submittal, will consist of three phases. Applicant is willing to consider a lighting plan if deemed necessary at a future date with support from Beaches and Harbors staff and your Board.

Signage Improvements

PHASE I

In the first phase, the double-sided pole sign and two parking post signs will be replaced.

Pole Sign

The pole sign located in front of the building facing Admiralty Way traffic consists of two sign faces. Applicant will be replacing the sign faces of the existing pole sign to properly identify the building and to reflect its current tenants. The existing sign will be revised to include two new 8 feet wide by 12 feet high panels made of Lexan® polycarbonate (colored in blue vinyl). The lettering will consist of Clarendon and Clarendon Bold font in White Lexan, Navy Blue Vinyl and Sunflower Yellow Vinyl. The lettering at the top of the sign will be changed from "UCLA" to "MARINA" followed by "PROFESSIONAL BUILDING" and the building address. The sign will also include the following information:

- "MEDICAL – DENTAL – LEGAL" in Sunflower Yellow Vinyl, 3.5" in height
- "PLAYA MARINA WALK-IN URGENT CARE" in White Lexan, 4" to 7" in height

- "MARINA DEL REY PHARMACY" in White Lexan, 5" to 8" in height

### Post Signs

Currently, there are two post signs at both the north and south parking lot entrances. One sign at each location will be removed to eliminate the excessive clutter of signs, and information from the two signs will be incorporated into one. The double-faced post sign at the north entrance, measuring 2.5 feet wide by 1.5 feet high, will combine parking entrance and validation information. The double-faced post sign at the south entrance, measuring 2 feet wide by 3 feet high, will combine restricted parking and security information. The lettering proposed on the new post signs consist of a Clarendon Bold font in White Lexan and Navy Blue Vinyl colors.

### PHASE II

The second phase will include the removal and replacement of the north and south building façade signs that have different fonts and wording. The north façade faces the parking lot (Parcel 94) and the south facade faces Bali Way. Both signs will be removed, and any wall façade damages will be patched and repainted as required to match existing conditions.

Applicant is proposing north and south façade signs containing identical wording. The new signs will read "MARINA Professional Building" over the address "4560 Admiralty Way", over the words "MEDICAL", "DENTAL", "LEGAL". One final subheading will identify the main tenant of the building as "WALK-IN URGENT CARE". The proposed sign lettering consists of a Clarendon and Clarendon Bold font of Navy Blue and Sunflower Yellow Enamel colors. The plastic letters made from non-oil based materials will range in size from 7" to 12" high.

### PHASE III

This phase includes four signs that will not be modified until repair or replacement at a future date is required. The proposed sign program ensures that future sign modifications are designed utilizing the font, color, and material specifications as approved by your Board.

### Phasing Schedule

Phase I: Will begin: Two – four weeks after approval.  
Estimated production time: 1 day  
Phase II: Will begin: Two – four weeks after completion of Phase I  
Estimated production time: 5 – 7 days  
Phase III: Improvements to be determined based on need for repairs

### Temporary Banners

Applicant is also seeking an extension of time for three existing tenant identification banners, which were valid for 60 days from July 16, 2007 through September 16, 2007. The extension will allow for continued identification of the urgent care operation to its patients and the surrounding community.

The existing banner dimensions are 6 feet wide by 2 feet high. There are two banners attached to the double-faced pole sign that cover the identity of the former tenant (UCLA). The third banner is attached to the building façade facing Admiralty Way, directly over Playa Marina

Walk-In Urgent Care's suite. The banners are made of white vinyl with lettering in Helvetica Bold Condense font in white and marina blue colors.

## **STAFF REVIEW**

### Building Façade Signs

The building façade signs are new identification signs for the building. According to the 1971 *Revised Permanent Sign Controls and Regulations*, these signs are allowed on street frontages of a "size and quantity compatible with the scale of the structure as determined by the Design Control Board." Staff believes these signs are compatible for the building faces on which they will be mounted and recommends approval. Following your Board's approval, the signage shall be subject to further review and approval by the Department of Regional Planning.

### Freestanding Pole Sign

Staff believes the proposed pole sign faces are appropriate in scale and recommends approval. Signage shall be subject to further review and approval by the Department of Regional Planning following your Board's approval.

### Temporary Banners

Approval of the three existing tenant identification banners is recommended for approval. This will provide continued awareness of the urgent care's location to the public while permanent signage undergoes the approval process.

### Recommendation

The Department believes the proposed signs are compatible with the scale of the building structure. The proposed signs are consistent with the *Revised Permanent Sign Controls and Regulations* and the *Minimum Standards of Architectural Treatment and Construction*. It is recommended your Board approve the signs.

**The Department recommends APPROVAL of DCB #07-018, with the condition that Applicant obtain further review and approval of the signage by the Department of Regional Planning.**

SW:CM:ks



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January 10, 2008

**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

TO: Design Control Board

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 5B – PARCEL 141 – MARINA BEACH MARRIOTT HOTEL - DCB #07-019**

Item 5B on your agenda is an after-the-fact submittal for a valet parking sign and reflective bollards at the Marina Beach Marriott Hotel located at 4100 Admiralty Way.

#### New Signage

The valet parking sign is intended to advise guests that the hotel has gone to valet parking only and directs them to pull to the front of the hotel. The sign is located at the front portion of the porte-cochere, at the southeast corner of the building.

The sign is portable and made of plastic and metal with a size of 28" by 44". The sign is white with a silver-colored metallic frame and black font. The font varies in size from 3½" down to ¾" tall as dimensioned and provided in the submittal. The sign is not illuminated.

#### Bollards

The six reflective bollards, which are located at the southeast corner of the parcel and near the access driveway, will prevent guests from driving into an area lacking sufficient vehicular turn-around space. The bollards will effectively guide guests towards the valet parking staff.

The dimensions for the removable plastic bollards are 34" high by 3¼" wide. The bollards are white colored with reflective material on a black plastic base attached to the asphalt driveway.

#### **STAFF REVIEW**

The Marina Beach Marriott parcel is approximately 3.5 acres and does not have any signs of the type being proposed. According to the 1971 *Revised Permanent Sign Controls and Regulations*, signs of this type must be the smallest possible to serve the purpose of the sign. The proposed portable sign together with the six bollards provides information and directional guidance to Marriott visitors.

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### **Recommendation**

The proposed signage is consistent with the *Revised Permanent Sign Controls and Regulations* and the *Minimum Standards of Architectural Treatment and Construction*.

**The Department recommends APPROVAL of DCB #07-019, with the condition that the applicant obtain further review and approval of the signage by the Department of Regional Planning.**

SW:CM:IL:ks



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January 10, 2008

**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

TO: Design Control Board

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 5C – PARCEL 50 – CALIDORA SKIN CLINIC AT  
WATERSIDE MARINA DEL REY – DCB #07-020**

Item 5C on your agenda is a submittal from Calidora Skin Clinic (Applicant), a new tenant at Waterside Marina del Rey. The project consists of exterior modifications for a new clinic that plans to occupy 1,660 square feet in the northeast corner portion of the space currently occupied by Pier One Imports.

The proposed exterior modifications will include a new storefront frameless glass system along the east entrance. A new secondary access opening will also be installed on the west elevation facing Admiralty Way.

### Architectural Modifications

#### *Main Entrance*

Access to the clinic site will be provided along the east elevation facing the main parking lot, where a new 15.5 lineal feet of ½" thick frameless glass will replace the existing glass storefront. Included in the new storefront will be a 6-foot wide double door entrance. Brushed stainless steel will appear as a band on the lower portion of the glass and doors.

The existing overhead striped awning will be replaced with a blue Sunbrella material awning in Pantone color 659U. The awning underside will be set at 9'1" above grade and rise to about 14'3" high, replicating the size of the existing awning. The metal awning supports and hardware will be a silver aluminum color.

#### *Service Entrance*

A new 3-foot wide service door will be added and painted to match all other service doors at the center, located along the west elevation facing Admiralty Way.

### Signage

#### *Main Entrance*

Applicant plans to have installed 20 square feet of aluminum reverse channel letters, which will read "calidora" over the words "SKIN CLINIC", on the existing east wall above the awning. The largest letters (spelling out "calidora") will not exceed 10" in height and the smallest (spelling out "SKIN CLINIC") will be 4" high. These silver colored letters will have white LED lighting placed in their interiors to give an illuminated "halo" effect at night. Illumination will be provided from dusk until 11:30 p.m., which is consistent with the other businesses in the center.

A new oval blade sign, measuring 3' long by 1.3' high, will be added to the northerly side of the storefront. This sign will be attached to the wall by a single square tube painted in Akzo Very Course Metallic (B 81 M), above the storefront glass. It will consist of a light blue Pantone 659U color oval aluminum base with non-illuminated dark blue Pantone 662U color plexi glass lettering. The sign will contain the logo in ¼" White Plex letters.

The proposed frameless glass entrance will have door signs spelling out "calidora" over "SKIN CLINIC". The sign will be 3'8½" long in deluxe silver vinyl (210-420) window letters. The word "calidora" will be 4¼" high and the words "SKIN CLINIC" will be 1 3/8" high.

#### *Service Entrance*

A new sign spelling out "calidora" over the words "SKIN CLINIC", at 7" and 4" high, respectively, made of high aluminum reverse channel letters will be added to the façade above the walkway on the west elevation. These silver colored letters will have white LED lighting placed in their interiors to give an illuminated "halo" effect at night. Illumination will also be provided from dusk until 11:30 p.m.

#### Color Scheme

The existing exterior wall façade colors will remain the same for both the main and service entrances.

#### Hours of Operation

The proposed hours of operation for this business will be 11 a.m. to 10 p.m. Monday - Thursday, 11 a.m. to 11 p.m. Friday and Saturday, and 11:30 a.m. to 10 p.m. on Sunday.

### **STAFF REVIEW**

Staff believes the proposed modifications conform to the overall design of the Waterside development and meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction*. The project is also consistent with the visitor-

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-serving and convenience-commercial designation, while enhancing the public experience and design quality of the center.

**The Department recommends APPROVAL of DCB #07-020 with the condition the Applicant obtain further review and approval from the Department of Regional Planning.**

SW:CM:ks



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**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

January 10, 2008

TO: Design Control Board

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 5D – PARCEL 49M – MARINA DEL REY CONVENTION & VISITORS BUREAU – DCB #07-021**

Item 5D on your agenda is a new submittal from the Marina del Rey Convention & Visitors Bureau (Applicant). The project consists of repainting and landscaping the Marina del Rey Visitors Center, located at 4701 Admiralty Way. Built in 1982, the Visitors Center also houses the Community and Marketing Services Division of the Department, and the two organizations together assist over 30,000 residents, visitors and boaters each year.

#### Color Scheme

The color scheme is based on three selections from the County's current color palette for public buildings, with the addition of a new dark brown Sinclair color. The following is a list of the proposed colors:

- SIN8353 Blue (Trim)
- SIN White
- CM8513 Brown (Trim)
- SIN Birch (Stucco)

The new colors will highlight the building's landmark "lantern room", while preserving a warm and traditional color palette for the base building elements. A traditional look will be maintained on the tower, which will be painted in classic white with blue trim.

#### Dome Maintenance

The dome of the "lantern room" will be rubbed with a saline solution to stimulate formation of the typical green patina, which will emphasize the copper cladding while brightening its natural weathered look. The copper dome will also be scrubbed and washed with an environmentally friendly, nontoxic, "proprietary" tomato paste mixture. This process is labeled as Acid Wash Plan in the submittal. No toxic materials will be used.

Landscaping

In developing its landscaping plan, Applicant worked with landscape architect Marianne Liggett of TGP, Inc., who directed the landscape design at Waterside at Marina del Rey located on Admiralty Way directly across the street from the Visitors Center.

As both the building and its surrounding landscaping are seen from 360 degrees, the objective of the landscaping plan is to enhance the sightlines with plants that will create natural layering and year-round color. The plant palette is composed of drought tolerant and native compatible species that do not need frequent maintenance.

The existing, donated roses will be kept, pruned and perhaps slightly moved or consolidated. The roses' new arrangement will include a border of African boxwood hedge, giving it an ornamental first impression and providing a finished look even when the roses may not be at their best.

All other existing plants next to the building will be removed. A wide array of plant species will replace the existing landscaping, including Blue Hibiscus, Pride of Madiera, Maori Chief Flax, Lavatera, Hibiscus Hula Girl, Tuttle Natal Plum, Purple Fountain Grass (sterile) and Bird of Paradise. A portion of existing lawn areas on either side of the rose bush planter will be removed and planted with the new plants. Existing shrubs surrounding the benches will be replaced with sterile Purple Fountain Grass as well.

**STAFF REVIEW**

Staff believes the proposed modifications conform to the overall design of the surrounding environs and meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction*. The project is also consistent with this visitor-serving location, while enhancing the public experience and design quality of the facility.

**The Department recommends APPROVAL of DCB #07-021.**

SW:CM:ks



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January 10, 2008

**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

TO: Design Control Board

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 5E – PARCEL 140 – VILLAS APARTMENTS ON ADMIRALTY – DCB #07-022**

Item 5E on your agenda is a signage submittal for the new apartments under construction, Villas Apartments on Admiralty, located at 4170 Admiralty Way. The project consists of two new wall-mounted building identification signs, three parking garage maximum-clearance height signs and two temporary banners.

*Building Identification Sign*

Two single-faced wall signs are proposed, one at the southeastern corner of the building and the other along the southerly elevation of the building.

The sign on the southeastern corner is 3'1" high by 6'5½" long containing the apartment logo and lettering. This sign will read "VILLAS", with the letters standing 1'5" high, in black Trajan font. Above the word "VILLAS" will be the logo, which consists of a decorative letter "V", colored black, on a multicolored background colored blue, green, red, tan and cream. The logo is 1'7½" high by 1'7" long.

The sign on the south elevation at the westerly end of the building measures 3'9" high by 7'6" long. This sign will read "VILLAS", with the letters 2' high by 4'¾" long, in black Trajan font above the words "ON ADMIRALTY", 9¼" high by 4¾" long, in black Engraver Gothic font. To the right of the lettering is the Villas logo consisting of a decorative letter "V", colored black on a multicolored background described above.

The individual aluminum reverse channel letters and the aluminum logo cabinet will be attached directly to the wall with standoff anchors. Both the lettering and the cabinet will be internally lit. The illumination from the halo lit letters (the face of the letters are opaque) will shine out of the sides of the letters creating a soft white glow, which has an appropriate feel for a residential community. Both signs will be lit from dusk to dawn. These signs will create a unique identity for the community.

### Max Clearing Height Signs

These are non-illuminated hanging 6" diameter aluminum tubing signs that will attach directly to the inside of the garage with pins (typical for parking garage access). These are directional signs advising residents and guests of access and maximum clearance heights into the garage of the building. All tubing signs will have two colored stripes of tan and green on the left side and two of blue and red on the right side.

The tubing sign on the easterly elevation facing Palawan Way is 8' long and will read "MAXIMUM CLEARANCE 8'2" RESIDENT ENTRANCE ONLY". The black lettering is 3¾" tall in Futura Condensed font. This access leads to the P-1 parking level.

Two tubing signs are proposed along the northerly elevation. The northern-most tube will be 7' long and will read "MAXIMUM CLEARANCE 7'0"" in black, 3¾" Futura Condensed font. This access leads to the P-2 parking level. The remaining tubing will be 6' long and will read "VISITOR & GUEST ENTRANCE" also in black 3¾" Futura Condensed font. This access also leads to the P-2 parking level.

### Temporary Banners

Two banners will be up during construction and until permanent signs are installed. These temporary banners are made of a durable vinyl material displaying the name and type of the apartment complex, an expected opening period, and contact information. They will be attached to the building with screws and eyebolts to ensure the banners will not move. The banners will be located near the southeasterly corner of the building; one along Palawan and the other on Admiralty Way. The banners will be posted following your Board's approval.

The proposed banners are black, 6' by 3' in size, and will read "VILLAS", in a 7½" Serlio LH light beige font with a ¼" tan underline above "ON ADMIRALTY", in a 3½" Serlio LH white font. To the left of these words will be the Villas logo at 1'2" by 1'1" in size. Below the logo will be "PREMIER APARTMENT LIVING" in a 2½" Serlio LH light beige font above "OPEN SUMMER 2008". "OPEN SUMMER" is in a 3" GillSan Standard Bold Italic red Pantone DS 58-4 color with the "2008" at 6" in size. The bottom portion of the banner will provide the contact information consisting of the phone number in a 4½" Futura Med Condensed light beige font followed by the web address, which will read "www.villasonadmiralty.com" in a 1¾" Ariel Narrow MT white font.

### Color Scheme

The following is the list of colors proposed for all signs:

- Red: SW6348 Reynard and Pantone DS 58-4 (banner)
- Blue: SW 6516 Down Pour
- Tan: SW 6130 Mannered Gold
- Green: SW 6152 Superior Bronze

- Cream: SW 6128 Blonde
- Beige Light Beige (banner)
- Black: Black
- White: White

## **STAFF REVIEW**

Staff recommends the proposed signs and banners, which are consistent with the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and the *Revised Permanent Sign Controls and Regulations*. The signage enhances the public experience and design quality of the complex.

**The Department recommends APPROVAL of DCB #07-022 with the condition the Applicant obtain further review and approval from the Department of Regional Planning.**

SW:CM:ks



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January 10, 2008

**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

TO: Design Control Board

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 5F – PARCEL 28 – MARINERS BAY APARTMENTS – DCB #07-023**

Item 5F on your agenda is a new submittal from Mariners Bay Apartments (Applicant), located at 14000 Palawan Way. The project consists of replacing all wood siding and trim to match the existing, and repainting the entire apartment complex, including the clubhouse and viewing decks. Ancillary elements, such as electrical panels, fire hose cabinets, doors, electrical conduits, gutters, etc., will also be painted. The entire complex will be painted to provide a pleasant community improvement.

The proposed color scheme includes four new colors consistent with Marina development, which are as follows:

- DEC 728 Madera (Stucco & Siding)
- DE 6278 Stone Creek (Stucco & Siding)
- DE 6348 Draw Your Sword (Balconies)
- DEC 769 Rainer White (Stucco)

The proposed Madera and Stone Creek colors will be applied to alternate panels, or bays, along all elevations of existing buildings. All wood siding, stucco, columns, trims and balconies will be painted in the Draw Your Sword color. All existing white stucco will be repainted with the Rainer White color.

#### **STAFF REVIEW**

Staff recommends the proposed wood siding and trim replacement, as well as the facility repainting, which are corrective actions to address longstanding leasehold maintenance deficiencies. The colors selected are consistent with the overall revised color scheme being implemented in the Marina through redevelopment and meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction*.

**The Department recommends APPROVAL of DCB #07-023.**

SW:CM:ks



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January 10, 2008

**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

TO: Design Control Board

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 5G – PARCELS 18 AND 20 – ST. TROPEZ, MONTE CARLO, AND CAPRI APARTMENTS – DCB #08-001**

Item 5G on your agenda is a submittal from Dolphin and Panay Way Marinas (Applicant) for permanent identification signage at three apartment buildings: St. Tropez and Monte Carlo at 13924 Panay Way and 13970 Panay Way, respectively (Dolphin Marina, Parcel 18), and Capri at 13953 Panay Way (Panay Way Marina, Parcel 20).

*St. Tropez and Monte Carlo (Dolphin Marina)*

The St. Tropez Apartments signage reading “St. Tropez” above “APARTMENTS” is proposed to be mounted on the glass above the main entry door along Panay Way. “St. Tropez” will be in green (PMS-377) Papyrus lettering, 13” high spanning 64” wide, above a 7” by 64” gray (PMS-447) bar with “APARTMENTS” in Arial white lettering, 5” high by 35” wide. The signage will be constructed of ½” thick laser cut acrylic and pasted to the glass.

The proposed Monte Carlo Apartments signage will read “Monte Carlo” in glossy black 12” high by 72” wide Isadora lettering, mounted above the word “APARTMENTS” in glossy black 6” high by 72” wide Lithos lettering. The signage will be constructed of ¾” thick acrylic and will be mounted approximately three feet above grade on an existing wall along Panay Way at the main entry area.

*Capri (Panay Way Marina)*

The proposed Capri Apartments signage will read “Capri” in simulated aluminum (Gemini 8886), Bernard Italic lettering, 21” high by 50” wide, mounted above a 9” by 63” long gray (PMS-447) bar with “APARTMENTS” in Barmeno Regular white lettering, 7” high by 47” wide. The signage will be constructed of ¾” thick acrylic and will be mounted approximately three feet above grade on an existing wall along Panay Way at the main entry area.

*Lighting*

Existing overhead building lighting will be used to illuminate the St. Tropez signage. The Monte Carlo and Capri signage will each be lit with a new single 75-Watt landscape-mounted light fixture, to be illuminated between dusk and 9:00 pm.

**STAFF REVIEW**

Staff recommends the proposed signage proposals, which are consistent with the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and the *Revised Permanent Sign Controls and Regulations*. Staff believes the proposed sizes, colors and locations of the signage are compatible with the scales and appearances of the buildings.

**The Department recommends APPROVAL of DCB #08-001 with the condition the Applicant obtain further review and approval from the Department of Regional Planning.**

SW:CM:ks



*To enrich lives through effective and caring service*



January 10, 2008

**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

TO: Design Control Board

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 5H – PARCEL 50 – SUGARFISH AT WATERSIDE  
MARINA DEL REY - DCB #08-002**

Item 5H on your agenda is a submittal from sugarFISH by sushi Nozawa (Applicant), a new restaurant tenant at Waterside Marina del Rey, 4722-1/2 Admiralty Way. The proposed exterior modifications consist solely of new signage and a replacement awning for the restaurant, which plans to occupy an existing 1,200 square foot space.

Signage

*Main Entrance*

Applicant proposes to install a new 9'7" long by 2' high storefront sign comprised of the restaurant logo and lettering. The fish logo is comprised of eight different colors made from plexiglass set in a finished aluminum material. It will be a 4'2" long by 2' high, dual-lit unit with white LED illumination producing a halo effect on the wall and a back lighting of the fish graphic. The "sugarFISH" lettering is black-enamel finished, made of aluminum reverse channel letters, back lit with white LED illumination producing a halo effect on the wall. The "sugar" lettering will be 10" high and the "FISH" lettering will be 13" high. The "by sushi Nozawa" lettering will be 5" high in white enamel finished, dimensional fabricated material and not illuminated.

*Service Entrance*

A new 9'7" long by 18" high illuminated sign will be installed at the northeast elevation facing Lincoln Boulevard. This sign is a replica of the proposed sign on the storefront but limited to 18" high as required by the Waterside Marina Sign Program.

The proposed signs will be illuminated from dusk until approximately 11:30 p.m. nightly, which is consistent with other uses in the center.

Awning

The existing overhead striped awning will be replaced with a solid Perennials material awning in blue Pantone color 7458C. The awning underside will be set at 9'5<sup>3</sup>/<sub>4</sub>" above grade and rise 3' to 12'5<sup>3</sup>/<sub>4</sub>" high, replicating the size of the existing awning. The metal awning supports and hardware will be a medium bronze color.

Hours of Operation

The proposed hours of operation for the restaurant will be noon to 11 p.m. daily.

**STAFF REVIEW**

Staff recommends the proposed modifications, which conform to the overall design of the Waterside development and meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and *Revised Permanent Sign Controls and Regulations*. The project is also consistent with the visitor-serving and convenience-commercial designation, while enhancing the public experience and design quality of the center.

**The Department recommends APPROVAL of DCB #08-002 with the condition the Applicant obtain further review and approval from the Department of Regional Planning.**

SW:CM:ks



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**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

January 10, 2007

TO: Design Control Board

FROM: Stan Wisniewski, Director

*SWis - Gij*

**SUBJECT: AGENDA ITEM 6A - TEMPORARY PERMITS ISSUED BY DEPARTMENT**

Item 6A on your agenda provides us an opportunity to advise your Board of permits issued by the Department for temporary banners, signs and canopies. Since our last report, the Department issued the following:

- TP #07-015 -** Temporary permit for one tent at The Cheesecake Factory. The tent was permitted from November 27, 2007 to December 27, 2007.
- TP #07-016 -** Temporary permit for one canopy at Café del Rey. The canopy was permitted on December 13, 2007 only.

Copies of the permits are attached.

SW:CM:CS:ks  
Attachments (2)



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November 15, 2007

**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

Mr. Chris Cline, General Manager  
The Cheesecake Factory  
4142 Via Marina  
Marina del Rey, CA 90292

**TEMPORARY TENT AT THE CHEESECAKE FACTORY (P-22)  
(TP 07-015)**

Dear Mr. Cline:

By means of this letter and subject to the terms and conditions of the appropriate permits from the County of Los Angeles Department of Public Works, Building and Safety Division (310-534-3760), and the Fire Department (310-358-2380), the Cheesecake Factory and Smart Party Rents are permitted to place one (1) temporary white canopy-style tent with transparent windows, measuring 15' W by 45' L by 13' high, on a portion of its beachfront cafe area.

The tent is permitted from November 27, 2007 to December 27, 2007 and must be removed by noon on December 28, 2007. Failure to remove the tent by this time will result in its removal and storage by the County of Los Angeles at the permittee's expense.

If you have any further questions or requests, please contact me at 310-305-9533, or Cesar Espinosa at 310-305-9530.

Very truly yours,

STAN WISNIEWSKI, DIRECTOR

Charlotte Miyamoto, Chief  
Planning Division

SW:CM:CS  
cc: Wayne Schumaker  
Steve Green  
Michael Kerzie  
Mark Spiro  
Lynn Atkinson  
Michael Rodriguez



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December 11, 2007

Michael Morrisette  
Café del Rey  
4451 Admiralty Way  
Marina del Rey, CA 90292



**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

**TEMPORARY CANOPY AT CAFÉ DEL REY  
(TP 07-016)**

Dear Mr. Morrisette:

By means of this letter and the appropriate permits from the County of Los Angeles Department of Public Works, Building and Safety Division (310-534-3760) and the Fire Department (310-358-2380), Café del Rey is permitted to place one temporary canopy frame on the café premises at 4451 Admiralty Way, Marina del Rey. The canopy frame will be sized as follows and placed according to the submitted site plan:

- One 20-foot by 30-foot canopy frame, oriented with the long axis running north-south, on the northwest side of the parking lot.

The canopy frame is permitted on December 13, 2007 only, and must be removed by noon on December 14, 2007. Failure to remove the frame by this time will result in its removal and storage by the County of Los Angeles at your expense. If you have any further questions or requests, please contact Cesar Espinosa at 310-305-9530.

Very truly yours,

STAN WISNIEWSKI, DIRECTOR

  
Charlotte Miyamoto, Chief  
Planning Division

SW:CM:CE

Cc: Wayne Schumaker  
Mark Spiro  
Lynn Atkinson  
Steven Green  
Michael Kerzie  
Ron Frisch



*To enrich lives through effective and caring service*

January 10, 2008



**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

TO: Design Control Board  
FROM: Stan Wisniewski, Director *SW*  
SUBJECT: **AGENDA ITEM 6B - ONGOING ACTIVITIES REPORT**

**BOARD OF SUPERVISORS ACTIONS ON ITEMS RELATING TO MARINA DEL REY**

On January 8, 2008, the Board approved a six-month extension of the Parcel 27 (Jamaica Bay Inn) option to May 31, 2008, with up to an additional six months to November 30, 2008 at the approval of the Director, to allow the lessee additional time to obtain the necessary entitlements to exercise its option for a lease extension.

**LOCAL COASTAL PROGRAM PERIODIC REVIEW – UPDATE**

The California Coastal Commission meeting held its January Commission meeting at which the Marina del Rey Local Coastal Program (LCP) periodic review was heard here in Marina del Rey. After hearing the Coastal staff report and taking several hours of testimony, the Commission adopted the Coastal staff's recommendations but made additions and/or revisions thereto, the most significant of which include the following:

- (a) Revise the Biological Resources and Environmentally Sensitive Habitat Areas (ESHA) recommendations to adopt the ESHA findings of the Coastal staff biologist and to look for additional ESHA, opposing "sensitive biological resources" as an alternative to the ESHA designation and opposing alternative heron mitigation sites and man-made structures to support heronries;
- (b) Add a recommendation that the County do a comprehensive amendment of the LCP;
- (c) Add a Water Quality recommendation that all water quality measures be monitored for compliance with Best Management Practices (BMPs);
- (d) Revise a Resource Protection recommendation to include protection of not just the Blue Heron and Egret rookeries, but the protection of all species of concern with tailored specification as to how that will be accomplished;
- (e) Add a Recreational Boating recommendation opposing any reduction in the number of slips sized less than 34 feet.

Coastal staff also voluntarily agreed to remove from the findings language indicating views to the mountains from the Marina jetties were not contemplated for protection.

Coastal staff will now need to develop revised findings and recommendations for consideration by the Coastal Commission at a future meeting. Once adopted, the findings and recommendations will be provided to the County, which will have up to one year to respond.

### **SMALL CRAFT HARBOR COMMISSION MINUTES**

The Small Craft Harbor Commission minutes for the December 12, 2007 meeting have not been processed.

### **MARINA DESIGN GUIDELINES UPDATE**

The second meeting of the Marina del Rey Design Guidelines Task Force was held on December 10, 2007 at Burton Chace Park. The Task Force participated in a visual preference survey covering landscaping, gateways, promenade, lighting, and signage/wayfinding. Task Force members are to provide additional survey input to RRM Design Group, the meeting facilitator and County consultant. The next meeting will be held on January 28<sup>th</sup> from 1:00 p.m. to 3:00 p.m. at The Boathouse conference room in Chace Park.

### **REDEVELOPMENT PROJECT STATUS REPORT**

Attached is a copy of the project status report providing details and the current status of projects in the redevelopment process in the Marina. Copies of this report are also available at the Lloyd Taber-Marina del Rey Public Library and on the Department's web site ([marinadelrey.lacounty.gov](http://marinadelrey.lacounty.gov)).

## **MARINA DEL REY AND BEACH SPECIAL EVENTS**

### **MARINA DEL REY**

#### **FISHERMAN'S VILLAGE WEEKEND CONCERTS**

Sponsored by Pacific Ocean Management, LLC  
Concerts are from 1:00 p.m. - 4:00 p.m.

#### **Saturday, January 12**

Greg Wright (Jam Band, Reggae, Rock & Roll, R&B)

#### **Sunday, January 13**

Eric & the Diamond Cutters (Neil Diamond Tribute Band)

#### **Saturday, January 19**

Michael Haggins (Smooth Jazz with a kick)

#### **Sunday, January 20**

Kid & Nic Show (American Pop)

**Saturday, January 26**

Blue Breeze (Contemporary Jazz)

**Sunday, January 27**

Sullivan Hall Band (Soul and R & B)

**Saturday, February 2**

Malachi Nathan and the Elements (Rhythm & Blues)

**Sunday, February 3**

LA Cat (Reggae)

**Saturday, February 9**

Floyd & the Fly Boys (Soul Review)

**Sunday, February 10**

2 Azz 1 Body & Soul Band (Smooth Jazz)

For more information call: Pacific Ocean Management at (310) 822-6866.

**BEACH EVENTS**

There are no beach events this month.

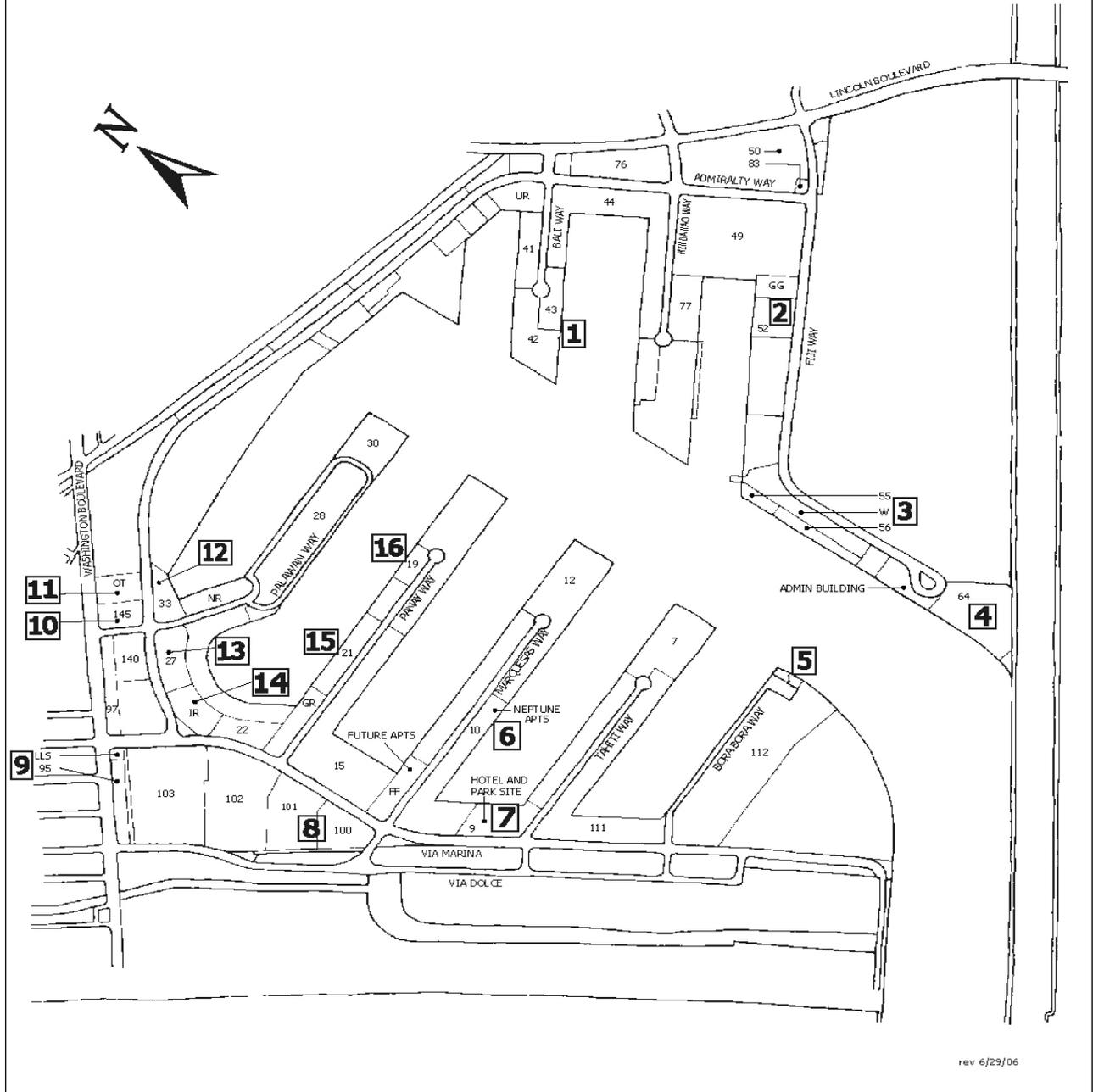
SW:CM:ks

Attachment (1)

**Marina del Rey Redevelopment Projects**  
**Descriptions and Status of Regulatory/Proprietary Approvals**  
**As of January 10, 2008**

Map Key	Parcel No. -- Project Name/Lessee	Lessee Name/ Representative	Redevelopment Proposed	Massing and Parking	Status	Regulatory Matters
1	42/43 - Marina del Rey Hotel/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* Complete renovation	No changes	Proprietary -- term sheet under negotiation Regulatory -- to be determined	
2	52/GG -- Boat Central/ Pacific Marina Development	Jeff Pence	* 367-vessel dry stack storage facility * 30-vessel mast up storage space * Sheriff boatwright facility	Massing -- 70' high boat storage building partially over water and parking with view corridor Parking -- all parking required of the project to be located on site, public parking to be replaced on Parcel 56	Proprietary -- term sheet approved by BOS on July 2006; SCHC approved Option March 2007; BOS approved Option May 2007 Regulatory -- DCB, on May 2007 (continued from March 2007 meeting; April meeting cancelled) DISAPPROVED project	LCP amendment to allow proposed use and to transfer Public Facility use to another parcel
3	55/56/W -- Fishermans Village/ Gold Coast	Michael Pashaie/ David Taban	* 132-room hotel * 65,700 square foot restaurant/retail space * 30-slip new marina * 28 foot-wide waterfront promenade	Massing -- Nine mixed use hotel/visitor-serving commercial/retail structures (eight are 1 or 2-story and one 60' tall hotel over ground floor retail/ restaurant), parking structure with view corridor Parking -- all parking required of the project to be located on site; must include parking for adjacent Parcel 61 lessee (Shanghai Reds) and replacement parking from Parcel 52	Proprietary -- lease documents approved by BOS December 2005 Regulatory -- DCB hearing May 2006, item continued; approved in concept July 2006. Regional Planning application filed May 2007	Shared parking analysis
4	64 - Villa Venetia/ Lyon Capital	Frank Suryan/ Mark Kelly	* 479-unit residential complex (includes 263 apartments and 216 condominium units) * 3,000 square-foot accessory retail space * 18-slip marina with water taxi slip * 28 foot-wide waterfront promenade and parkette	Massing -- Three buildings, two that are 140' tall, consisting of 11-12 floors of residential and 2 above-ground parking levels, and the third that is 84' tall, consisting of 6 floors over raised podium and plaza level with expansive covered parking Parking -- all parking required of the project to be located on site	Proprietary -- term sheet under negotiation Regulatory -- DCB conceptual approval October 2006; Regional Planning application filed December 2006	Affordable housing
5	1 -- Marina del Rey Landing/ Harbor Real Estate	Greg Schem	* New fuel dock facility with high-speed pumps and automatic payment * 3,300 square-foot dock mart and restrooms * New marina with 10 slips and transient berths * Public promenade and public view decks	Massing -- 1-story structure on the dock and on landside, each 19' tall Parking -- all parking required of the project to be located on site	Proprietary -- lease documents approved by BOS May 2006 Regulatory -- DCB conceptual approval May 2007; Regional Planning application in preparation	
6	10/FF -- Neptune Marina/ Legacy Partners	Jim Andersen	* 526 apartments * 161-slip marina + 7 end-ties * 28 foot-wide waterfront promenade * Replacement of public parking both on and off site	Massing -- Four 55' tall clustered 4-story residential buildings over parking with view corridor Parking -- 103 public parking spaces to be replaced off site	Proprietary -- term sheet approved by BOS August 2004; lease documents in process Regulatory -- DCB approval in concept June 2006; Regional Planning application filed November 2006	LCP amendment to allow apartments on Parcel FF Parking permit to allow some replacement public parking off site Replacement of Parcel FF open space Affordable housing
7	9 -- Woodfin Suite Hotel and Vacation Ownership/ Woodfin Hotels	Mark Rousseau	* 19-story, 288-room hotel (152 hotel rooms and 136 timeshare suites) * 5-story, 332-stall parking structure * New public transient docks * 28 foot-wide waterfront promenade * Wetland park	Massing -- 19-story hotel with 5-story parking structure, 225' tall, on northern half of parcel with view corridor and wetland park on southern half Parking -- all parking required of the project to be located on site	Proprietary -- Term Sheet approved by BOS February 2007 Regulatory -- DCB initial hearing May 2006, item continued; approved in concept June 2006; Regional Planning application filed November 2006	Timeshare component Wetland
8	100/101 - The Shores/ Del Rey Shores	Jerry Epstein/ David Levine	* 544-unit apartment complex * 10 new public parking spaces	Massing -- Twelve 75' tall 5-story residential buildings Parking -- all parking required of the project to be located on site plus 10 public beach parking spaces	Proprietary -- Lease extension Option approved by BOS December 2006 Regulatory -- Regional Planning approval June 2006; BOS heard appeal February 2006; continued to March 2007 where project was approved	
9	95/LLS -- Marina West Shopping Center/ Gold Coast	Michael Pashaie/ David Taban	* 72-unit apartment complex * 10,000 square-foot restaurant * 22,400 square-foot commercial space * Gateway parkette on Parcel LLS	Massing -- One 42' tall retail building, three 60' tall mixed-use residential/retail buildings and parkette Parking -- all parking required of the project to be located on site	Proprietary -- Term Sheet approved by BOS October 2007 Regulatory -- DCB initial hearing May 2006; item then on June, July, and September agenda; conceptual approval granted November 2006	
10	145 - Marina International Hotel/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* Complete renovation	No changes	Proprietary -- term sheet under negotiation Regulatory -- to be determined	
11	OT -- Admiralty Courts/ Goldrich & Kest Industries	Jona Goldrich/ Sherman Gardner	* 114-unit senior care facility * 3,000 square feet of retail space * Replacement public parking both on and off site * Public accessway from Washington to Admiralty	Massing -- One 5-story residential (senior) building over ground-floor retail and parking, 65' tall Parking -- all required project parking to be located on site; 92 public parking spaces to remain on site, 94 public parking spaces to be replaced off site near Marina Beach	Proprietary -- term sheet approved by BOS August 2005; lease documents in process Regulatory -- DCB conceptual approval August 2005; Regional Planning application filed May 2006, awaiting hearing date	LCP amendment to allow proposed use Parking permit for senior care facility Parking permit to allow some replacement public parking off site
12	33/NR -- The Waterfront	Ed Czucker	* 292 apartments * 32,400 square-foot restaurant/retail space * Rooftop observation deck * Replacement public parking both on and off site	Massing -- Three 5-story mixed use residential/retail buildings (two 44' tall and one 61' tall) with view corridor Parking -- 121 public parking spaces to be replaced on site, 70 public parking spaces to be replaced off site	Proprietary -- lease documents in process and economic terms being negotiated Regulatory -- DCB concept approval August 2004; revised project pending DCB consideration	LCP amendment to allow proposed use Parking permit to allow some replacement public parking off site
13	27 -- Jamaica Bay Inn/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* 69 additional hotel rooms * Renovate balance of property * Marina Beach Promenade	Massing -- 4-story, 45' tall, hotel expansion with view corridor Parking -- all parking required of the project to be located on site	Proprietary -- lease documents approved by BOS May 2006 Regulatory -- DCB conceptual approval obtained October 2005; Regional Planning application filed December 2005; RP Commission approval August, 2007	
14	1R -- Marriott Residence Inn/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* 147-room hotel * Replacement of public parking both on and off site * Marina Beach Promenade	Massing -- Two hotel buildings above parking, 45' tall, with view corridor Parking -- 197 public parking spaces to remain on site, 20 or 89 public parking spaces to be replaced off site depending on intersection project	Proprietary -- lease documents approved by BOS Oct 2006 Regulatory -- DCB approved in concept February 2006; Regional Planning application in preparation	LCP amendment to allow proposed use Parking permit to allow some replacment public parking off site
15	21 -- Holiday Harbor Courts/ Goldrich & Kest Industries	Jona Goldrich/ Sherman Gardner	<u>Phase 1</u> * 5-story, 29,300 square-foot mixed-use building (health club, yacht club, retail, marine office) * 87-slip marina * 28 foot-wide waterfront promenade and pedestrian plaza <u>Phase 2 (Parcel C)</u> * Westernmost portion of land to revert to County for public parking	Massing -- One 56' tall commercial building with view corridor Parking -- all parking required of the project to be located on site, including 94 replacement spaces from OT and Parcel 20 boater parking	<u>Phase 1</u> Proprietary -- lease documents in process Regulatory -- DCB conceptual approval obtained August 2005; Regional Planning application (landside) filed July 2006 <u>Phase 2 (Parcel C)</u> DCB hearing March and April 2006, item continued	CDP for landside from Regional Planning CDP for waterside from Coastal Commission Parcel 20 CDP amendment from Regional Planning to transfer Parcel 20 Phase 2 (6,025 sf yacht club, 2,300 sf office space, 231 parking spaces) to Parcel 21
16	19 -- Administration Building/ Department of Beaches and Harbors (Alternate sites being considered)	N/A	* 26,000 square-foot County administration building	Massing -- One 56' tall building consisting of 2 floors office space over 3 parking levels Parking -- all parking required of the project to be located on site	Proprietary -- lease documents in process with Parcel 20 lessee for parcel reversion Regulatory -- DCB agenda May 2006 and November 2006; DCB workshop held January 2007	See Item #2 above

# PROJECT STATUS REPORT - KEY





*"To enrich lives through effective and caring service"*



**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

January 10, 2008

TO: Design Control Board Members

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 6C – DESIGN CONTROL BOARD – 2008 MEETING SCHEDULE**

Until the March 2006 decision by the Design Control Board to hold Thursday evening meetings on even-numbered months, meetings were held on the 3<sup>rd</sup> Thursday of each month at 2:00 p.m. (unless otherwise noted) at the Burton Chace Park Community Building, 13650 Mindanao Way, Marina del Rey. In keeping with the Design Control Board's March 2006 decision, we are providing the following meeting schedule for 2008, except the December (an even-numbered month) meeting is an afternoon meeting:

January 17, 2008 (2:00 p.m.)  
February 28, 2008 (6:30 p.m.)  
March 20, 2008 (2:00 p.m.)  
April 24, 2008 (6:30 p.m.)  
May 15, 2008 (2:00 p.m.)  
June 26, 2008 (6:30 p.m.)  
July 17, 2008 (2:00 p.m.)  
August 28, 2008 (6:30 p.m.)  
September 18, 2008 (2:00 p.m.)  
October 23, 2008 (6:30 p.m.)  
November 20, 2008 (2:00 p.m.)  
December 18, 2008 (2:00 p.m.)

An alternative and recommended schedule would be to calendar all meetings for the year on the 3<sup>rd</sup> Thursday at 2:00 p.m., but then reschedule meetings during those months when a development project is an agenda item. We would reschedule such meetings to night meetings in the same month.

SW:CM:cm



To enrich lives through effective and caring service

January 10, 2008



**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

TO: Design Control Board

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 6D – REPORT ON HOURS OF OPERATION AND SIGNAGE ILLUMINATION IN MARINA DEL REY**

At the September 20, 2007 meeting, your Board requested a report on the hours of illumination of signage for all commercial and residential buildings operating in Marina del Rey. The attached table (Table) provides an overview of the hours of operation and signage illumination for all businesses identified with an illuminated sign. For this report, only internally lit or neon signs were considered.

The Department identified all active businesses (45) with illuminated signage in the Marina and contacted property managers to obtain hours of operation and hours of illumination for their particular business and sign. The Table sorts the parcels into three categories: Apartments; Hotels; and Commercial Businesses.

Apartments

All four of the apartment complexes listed on the Table, Bar Harbor (P-15), Mariners Bay (P-28), Del Rey Shores (P-100 & P-101), and Marina Harbor (P-111), light their identification signs from dusk to dawn. These are the only signs on the parcels that are illuminated.

Hotels

All six hotels in the Marina light their identification signs from dusk to dawn: Foghorn Harbor Inn (P-22); Jamaica Bay Inn (P-27); Marina del Rey Hotel (P-42); Ritz-Carlton (P-125H); Marriott (P-141); and Marina International Hotel (P-145).

Commercial Businesses

Fourteen parcels with a total of 35 businesses having illuminated signs were identified: Dolphin Marina Ltd. (P-18); Holiday Harbor Marina (P-21); Marina Waterside (P-50); Fisherman's Village (P-56); Shanghai Red's (P-61); Marina Towers (P-76); Marina West (P-95); Marina Beach Shopping Center (P-97); Tony P's (P-130); and Café del Rey (P-131). Businesses on these parcels have a wide range of operating hours (see Table), but the majority are not open later than 11:00pm.

Parcels 22, 125H, 141, and 145 also have other businesses with illuminated identification signs: Marina Market & Liquor (P-22); Marina Cleaners (P-22); Cheesecake Factory (P-22); Jer Ne Restaurant (P-125); Glow (P-141); and Crystal Fountain (P-145). Only one of these businesses, Marina Cleaners (P-22), does not keep the sign illuminated beyond 11:00pm.

In this category, 88.57% of the 35 businesses have their identification signs illuminated after 11:00pm.

### Results

Based on the information collected, 86.67% of identification signs are illuminated beyond 11:00pm, and 46.67% are illuminated from dusk to dawn. Most signs that are illuminated from dusk to dawn are on a Photocell system, which is a light sensor that automatically turns the sign lights on and off depending on the amount of sunlight detected.

### Recommendation

Staff recommends the Board adopt the following guidelines for the illumination of business identification signage within Marina del Rey:

- Apartment identification signs may be illuminated from dusk to dawn;
- Hotel identification signs may be illuminated from dusk to dawn;
- Business identification signs may be illuminated no later than 30 minutes after the close of business, unless it is located in one of the Marina retail centers. In these instances, the illuminated sign must be illuminated until the illuminated sign of the latest closing business in the center, exclusive of businesses open 24 hours per day, is turned off, which can be no later than 30 minutes after close of business; and,
- ATM identification signs may be illuminated at all times as determined by the lessee.

SW:CM:CE:ks

Attachment

HOURS OF OPERATION AND SIGNAGE			
Business/Parcel	Business Hours	Hours	Hours of Illumination
<b>APARTMENTS</b>			
Bar Harbor Marina (P-15)	Days		Dusk to Dawn (Photozell)*
Mariner's Bay Apartments (P-28)			Dusk to Dawn (Photozell)*
Del Rey Shores (P-100 & 101)			Dusk to Dawn (Photozell)*
Marina Harbor Apartments (P-111)			Dusk to Dawn (Photozell)*
		Apartment Buildings Total =	4
		Total number of signs illuminated after 11:00 p.m.	4
		Percent of signs illuminated after 11:00 p.m.	100.00%
<b>HOTELS</b>			
Foghorn Harbor Inn (P-22)			Dusk to Dawn (Photozell)*
Ritz-Carlton (P-125)			Dusk to Dawn (Photozell)*
Jamaica Bay Inn (P-27)			Dusk to Dawn (Photozell)*
Marina del Rey Hotel (P-42)	Friday-Saturday	5:00pm - 10:30pm	Dusk to Dawn (Photozell)*
Marina Beach Marriott (P-141)			Dusk to Dawn (Photozell)*
Marina International Hotel (P-145)			6:00pm. - 6:30am
		Hotel Businesses Total =	6
		Total number of signs illuminated after 11:00 p.m.	6
		Percent of signs illuminated after 11:00 p.m.	100.00%
<b>COMMERCIAL BUSINESSES</b>			
The Chart House (P-18SL)	Sunday-Monday	5:00pm - 9:30pm	5:00pm-11:00pm
	Tuesday-Thursday	5:00pm - 10:00pm	

### HOURS OF OPERATION AND SIGNAGE

Business/Parcel	Business Hours		Hours of Illumination
	Days	Hours	
	Friday- Saturday	5:00pm - 10:30pm	
<b>Holiday Harbor Marina (P-21)</b>			
Marina Fitness Center	Monday-Thursday	24 hrs.	Dusk to Dawn (Photocell)*
	Friday- Sunday	7:00am- 12:00am	
<b>Foghorn Inn (P-22)</b>			
Marina Market & Liquor	Monday-Sunday	7:30am - 11:00pm	6:00pm- 11:30pm
Marina Cleaners	Monday-Sunday	7:30am - 7:00pm	6:00pm- 7:00pm
Cheesecake Factory	Monday-Thursday	11:30am - 11:00pm	6:00pm- 1:30am
	Friday-Saturday	11:30am - 12:30pm	
	Sunday	10:00am - 11:00pm	
<b>Ritz-Carlton (P-125)</b>			
Jer Ne Restaurant	Monday-Sunday	6:30am -10:00pm	Dusk to Dawn (Photocell)*
<b>Marina Beach Marriott (P-141)</b>			
Glow	Monday-Sunday	5:00pm - 1:00am	5:00pm - 1:30am
			Sign remains on 30 minutes after closing.
<b>Marina International Hotel (P-145)</b>			
Crystal Fountain			6:00pm.- 6:30am
<b>Marina Waterside (P-50)</b>			
<b>All tenants operate Mon-Thurs 10-7, Fri &amp; Sat 10-8, Sun 11-6, with the exception of the following:</b>			
Ralphs	24/7		24/7
California Pizza Kitchen	Monday-Thursday	11:00am - 10:00pm	**
	Friday-Saturday	11:00am - 11:00pm	
	Sunday	11:30am - 10:00pm	
Le Marmiton	Sunday-Thursday	8:00am - 10:00pm	**
	Friday-Saturday	8:00am - 11:00pm	
Bank of America	Monday-Friday	9:00am - 6:00pm	**

HOURS OF OPERATION AND SIGNAGE			
Business/Parcel	Days	Business Hours	Hours of Illumination
	Saturday	8:00am - 2:00pm	
	Sunday	Closed	
Post Office	Monday-Friday	8:30am - 7:00pm	**
	Saturday	9:00am - 5:00pm	
	Sunday	Closed	
**All signs are turned off 30 minutes after the last restaurant closes, except for Ralphs.			
<b>Fishermer's Village (P-56)</b>			
Angler's Choice	Monday-Sunday	12:00pm - 11:00pm	7:00pm- 2:30am
Club Narain	Monday-Sunday	12:00pm - 2:00am	7:00pm- 2:30am
El Torito	Monday-Thursday	11:30am - 10:30pm	7:00pm- 1:00am
	Friday-Saturday	11:30am - 12:00am	
	Sunday	11:00am - 10:00pm	
Sapori Restaurant	Monday-Sunday	11:30am - 10:00pm	5:30pm- 11:00pm
<b>Shanghai Red's (P-61)</b>			
	Monday-Friday	8:00am - 10:00pm*	Signage is turned off at close of business.
	Saturday	10:00am - 11:00pm*	*Bar closes about an hour after.
	Sunday	9:00am - 10:00pm*	
<b>Marina Towers (P-76)</b>			
Keller Williams			6:00pm-6:00am
Information Sciences Group			Dusk to Dawn (Photozell)*
Washington Mutual			6:00pm-6:00am
<b>Marina West (P-95)</b>			
Islands Restaurant	Monday-Thursday	11:00am - 10:00pm	24/7
	Friday-Sunday	11:00am - 10:30pm	flood lights 7:15pm-2:00am
Coldwell Banker	Monday-Friday	9:00am - 5:30pm	5:00pm- 5:00am
	Saturday-Sunday	9:00am - 5:00pm	
Lennar	Monday-Sunday	10:00am - 5:00pm summer	waiting for DCB approval
		10:00am - 6:00pm winter	would like 4:30pm - 12:00am
<b>Marina Beach Shopping Center (P-97)</b>			

<b>HOURS OF OPERATION AND SIGNAGE</b>			
<b>Business/Parcel</b>	<b>Business Hours</b>	<b>Hours</b>	<b>Hours of Illumination</b>
<b>Days</b>			
<b>Only the following tenants have illuminated signage:</b>			
Beyond Beauty	Monday-Sunday	9:30am - 8:00pm	7:30pm-11:30pm
Citizens Business Bank	Monday-Thursday	9:00am - 5:00pm	waiting for DCB approval
	Friday	9:00am - 6:00pm	
Frankie & Johnnie's Pizza	Monday-Sunday	10:30am - 12:00am	7:30pm-12:00am
Marina Pet Spa	Tuesday-Saturday	9:00am - 5:00pm	7:00pm-12:00am
Noah's Bagel	Monday-Friday	5:30am - 6:00pm	7:30pm - 4:00am
	Saturday-Sunday	6:00am - 10:00pm	7:30pm-4:00am
Talk of the Town	Monday-Sunday	8:00am - 8:00pm	8:00pm-5:00am
UPS Store	Monday-Friday	9:00am - 7:00pm	5:30pm- 4:00am
	Saturday	9:00am - 5:00pm	5:30pm- 4:00am
Wells Fargo	Monday-Friday	9:00am - 6:00pm	8:00pm- 8:00am
	Saturday	9:00am - 4:00pm	
Wolf's Liquor	Monday-Thursday	7:00am - 11:00pm	7:30pm - 12:00am
	Friday-Saturday	7:00am - 12:00am	
	Sunday	7:00am - 11:00pm	
<b>Tony P's (P-130)</b>	Monday-Thursday	11:30am - 10:00pm	11:30am- 2:00am
	Friday	11:30am - 11:00pm	
	Saturday	9:00am - 11:00pm	
	Sunday	9:00am - 10:00pm	
<b>Café del Rey (P-131)</b>	Monday-Thursday	11:30am - 9:30pm	5:00pm - 3:00am
	Friday-Saturday	11:30am - 10:00pm	
	Sunday	10:30am -9:30pm	
<b>Commercial Businesses Total = 35</b>			
<b>Total number of signs illuminated after 11:00 p.m. 31</b>			
<b>Percent of signs illuminated after 11:00 p.m. 88.57%</b>			
<b>Analysis</b>			
<b>Total number of businesses and residential buildings with illuminated signage:</b>			<b>45</b>
<b>Total number of signs illuminated from dusk to dawn:</b>			<b>21</b>

HOURS OF OPERATION AND SIGNAGE		
Business/Parcel	Business Hours	Hours of Illumination
	Days	Hours
Percent of signs illuminated from dusk to dawn:		46.67%
Total number of signs illuminated after 11:00 p.m.		39
Percent of signs illuminated after 11:00 p.m.		86.67%
Total number of signs illuminated after 11:30 p.m.		32
Percent of signs illuminated after 11:30 p.m.		71.11%
*Photocell is a light sensor that allows signs to be automatically turned on and off according to the amount of sunlight detected.		